

## Message Text

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PAGE 01 STATE 155550  
ORIGIN COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 R

DRAFTED BY COM/BED/OIM/JLBARNES/CS/DMW/238

APPROVED BY STATE/EA/EP:DSTEBBING

COM/BED/OIM/DEEARLE/CMM/238

COM/BED/OIM/EOOLSEN/AD/EM/236

COM/BED/OIM/CAGENDREAU/INFO

STATE/EA/TIMBS/MEASTON

STATE/EA/TIMBS/LROCK

STATE/EA/TIMBS/ECHESKY

-----130354 200954Z /10

R 192151Z JUN 78

FM SECSTATE WASHDC

TO AMEMBASSY SINGAPORE

INFO AMEMBASSY BANGKOK

AMEMBASSY JAKARTA

AMEMBASSY KUALA LUMPUR

UNCLAS STATE 155550

E.O. 11652:N/A

TAGS: BEXP: SN

SUBJECT:USDOC SOUTH ASIA GROUP FY 1980 PROMOTION EVENT  
SCHEDULE

REF: SINGAPORE 2428

1. APPRECIATE COMMENTS RE SUBJECT SCHEDULE. EVERY EFFORT  
WILL BE MADE TO COMPLY WITH POSTS SUGGESTIONS. HOWEVER,  
WORLDWIDE SCHEDULE CONFLICTS MAY PRECLUDE COMPLETE  
COMPLIANCE.

2. FOOD PROCESSING AND PACKAGING EQUIPMENT AND PRINTING  
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FOR THE PACKAGING INDUSTRY ORIGINALLY THOUGHT TO BE GOOD  
THEMES FOR A BACK-TO-BACK MINI EVENTS. WHEN PRINT PAC  
ASIA FAIR SURFACED, USDOC THOUGHT WAS TO SALVAGE PRINTING  
PORTION OF THIS EVENT. DECISION WAS MADE TO PARTICIPATE  
IN PRINT PAC ASIA, A CONFLICT WHICH WOULD HAVE OTHERWISE  
CAUSED CANCELLATION OF IMC EVENT. (THE THOUGHT OCCURRED  
HERE THAT END-USERS ATTENDING PRINT PAC ASIA WOULD ALSO

BE PRIME CUSTOMERS FOR PRODUCERS OF FOOD PROCESSING AND PACKAGING EQUIP. BY SCHEDULING THE LATTER THEME IN THE IMC ON THE SAME DATES, U.S. EXHIBITORS AT EACH VENUE WOULD HAVE A CRACK AT VISITORS DRAWN TO SINGAPORE BY PRINT PAC. MARKETING OBJECTIVES OF EXHIBITORS IN BOTH

EVENTS COULD BE SORTED OUT SINCE THE COMBINED TOTAL WOULD BE 40 MAXIMUM. PRINT PAC ASIA OUGHT PROVIDE ADVANTAGES OF CONSIDERABLE BUILT-IN PROMOTION TO EASE SOMEWHAT THE IMC EFFORT. CONSIDERING THE DIFFICULTY IN SCHEDULING VIABLE THEMES FOR SINGAPORE AND THE POTENTIAL MARKET OPPORTUNITIES THIS TANDEM EVENT COULD OFFER, WE REQUEST IMC HAVE ANOTHER LOOK AT POSSIBILITY OF DOING THIS TANDEM EVENT. ASSUME THAT IMC WILL HAVE ADDITIONAL EXHIBIT SYSTEM FOR ABOUT 25-30 BOOTHS, APPROPRIATE BUDGET, BROADER PROMOTION SERVICE CONTRACT BUT NO ADDITIONS TO FULL-TIME STAFF. PLEASE CLARIFY ANY OTHER RESOURCE PROBLEMS IMC WOULD HAVE SEP. TEL.)

3. CONCUR WITH POST COMMENTS ON COMMUNICATIONS EXHIBITION. EVENT THEREFORE TENTATIVE FOR FY'78. ALTERNATE THEME CAN BE CONSIDERED LATER.

4. AS USDOC WORLD PROMOTION SCHEDULE NOW STANDS, QUALITY CONTROL AND MATERIAL TEST, WELDING AND METAL SURFACE TREATMENT THEMES BOTH UNAVAILABLE FOR DECEMBER-JANUARY. UNCLASSIFIED

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POST'S ADDITIONAL THEME RECOMMENDATIONS WOULD BE USEFUL AS ALTERNATES FOR COMMUNICATIONS AND FOOD PROCESSING.

5. FY 1979: IN ANTICIPATION OF ALTERNATIVE MARINE TECH RESEARCH EIT SHOW RESCHEDULED FOR APRIL 23-28, 1979.

6. REGIONAL DRAW OF CUSTOMERS FROM OUTSIDE ANY ONE COUNTRY IN REGION HAS PROVED TO BE MINIMAL. APRIL JAKARTA OFFSITE AND JUNE IMAC ASIA EVENT IN SINGAPORE SHOULD NOT DETER IMC PROMOTION IN INDONESIA SINCE PRIMARY EMPHASIS WILL BE UPON INDONESIAN CUSTOMERS. PLEASE AIR-MAIL COPY ATTACHMENT A-79 TO ROOM 4126 USDOC. ORIGINAL NOT RECEIVED. VANCE

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## Message Attributes

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**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 jan 1960  
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**Review Markings:**  
Sheryl P. Walter  
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